

Message Text

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ACTION EA-09

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SUBJ: RECENT TRADE EXHIBITIONS IN CHINA

REF: PEKING 2076

1. SUMMARY: JAPAN, SWEDEN AND ITALY ALL HELD EXHIBITIONS IN THE PRC DURING THE MONTH OF OCTOBER. DIFFERING IN STYLE AS MUCH AS SUBJECT, THESE EXHIBITIONS NEVERTHELESS SHOWED COMMON CHARACTERISTICS: A MINIMUM OF BUSINESS TRANSACTIONS RESULTING IMMEDIATELY FROM THE EXHIBITIONS WAS LINKED WITH A MAXIMUM DISPLAY OF INTEREST BOTH ON THE PART OF CASUAL SPECTATORS AND TRADE OFFICIALS. ALL THREE EXHIBITORS RECEIVED INDICATIONS OF POSITIVE DEVELOPMENTS TO COME IN BILATERAL TRADE RELATIONS WITH THE PRC. END SUMMARY.

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2. JAPANESE - ACTUALLY TWO FAIRS HELD SIMULTANEOUSLY IN

ADJOINING WINGS OF THE PEKING EXHIBITION HALL, THE JAPANESE ENVIRONMENTAL PROTECTION AND HYDRAULIC-PNEUMATIC INDUSTRIAL TECHNIQUES EXHIBITION HANDLED MORE THAN 100,000 VISITORS DURING ITS TEN-DAY RUN IN PEKING OCTOBER 4-14. AS HAS BEEN THE CASE WITH PAST JAPANESE EXHIBITIONS, THE MANY TELEVISION AND MOVIE PRESENTATIONS WERE THE OBJECT OF INTENSE INTEREST ON THE PART OF BOTH CASUAL SPECTATORS AND TRADE OFFICIALS ALIKE. ABOUT 65 FIRMS PARTICIPATED IN THE FAIR, WHICH JAPANESE EMBOFFS DESCRIBED AS A PUBLIC RELATIONS GESTURE. UNLIKE THE LARGE-SCALE JAPANESE TRADE EXHIBITION LAST YEAR, WHEN A LARGE QUANTITY OF MACHINERY WAS IMPORTED AND LATER SOLD, LITTLE EQUIPMENT WAS AVAILABLE FOR OFF-THE-FLOOR SALES AND FEW IF ANY CONTRACTS WERE EXPECTED TO BE SIGNED AS A RESULT OF THE FAIR.

3. THE SWEDISH EXHIBITION OF TRANSPORTATION EQUIPMENT WAS HELD IN A THIRD WING OF THE PEKING EXHIBITION HALL AND AN ADJACENT COURTYARD FROM OCT 12 TO 24, PARTIALLY COINCIDING WITH THE JAPANESE FAIR. THE SWEDISH DISPLAY, TOO, WAS VISITED BY MORE THAN 100,000 SPECTATORS, INCLUDING MINISTER OF COMMUNICATIONS YEH FEL. THIS EXHIBIT FEATURED A WIDE VARIETY OF HEAVY TRUCKS AND LOGGING EQUIPMENT WHICH HAD BEEN BROUGHT TO SHANGHAI IN A SPECIAL SWEDISH SHIP, WHERE IT WAS LOADED ONTO CHINESE RAILCARS AND SHIPPED TO PEKING IN RECORD TIME DESPITE THE CONTINUED JAM IN THAT PORT. NEGOTIATIONS ON THE SALE OF EQUIPMENT DISPLAYED AT THE EXHIBITION IS STILL UNDERWAY, AND SWEDISH EMBOFFS ARE HOPEFUL THAT SALES WILL EVENTUALLY RESULT. LIKE THE JAPANESE, SWEDISH EMBOFFS WERE STRUCK BY THE POSITIVE ATTITUDE TAKEN BY THE PRC TRADE OFFICIALS DURING THEIR TALKS IN CONNECTION WITH THE EXHIBITION (REFTEL).

4. ITALY'S PACKING AND PACKAGING MACHINES AND ELECTRO-MEDICAL INSTRUMENTS EXHIBITION WAS HELD IN AN 1800 SQUARE METER AREA IN THE SHANGHAI EXHIBITION HALL FROM OCTOBER 9 TO 19. LIKE THE OTHER TWO EXHIBITIONS, THE ITALIAN FEATURED A NUMBER LIMITED OFFICIAL USE

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OF TECHNICAL SEMINARS. SOME OF THESE WERE CONDUCTED WITHOUT THE ACCOMPANYING FILMS, WHICH THE CHINESE PROSCRIBED AS INAPPROPRIATELY SEXY. OFF-THE-FLOOR SALES FROM BOTH THE TWO AREAS COVERED IN THIS DUAL EXHIBITION BY 19 FIRMS WERE SMALL. IN HIS TALKS WITH FOREIGN TRADE MINISTER LI CHIANG, HOWEVER, ITALIAN VICE-FOREIGN TRADE MINISTER GALLI WAS GIVEN THE SAME ASSURANCES OF PRC INTEREST IN EXPANDED FOREIGN TRADE

THAT WERE MADE TO SWEDISH AND JAPANESE OFFICIALS.
ITALIAN EMBOFF (PALMIERI) RATES THE CHANCES OF
LONG TERM SALES FOR THE PACKING AND PACKAGING
EQUIPMENTS DISPLAYED AT THE FAIR AS VERY GOOD, BASING
THIS ESTIMATE ON PREVIOUS SALES OF CIGARETTE AND
OTHER PACKAGING MACHINES TO THE PRC IN THE PAST,
AS WELL AS THE ATTITUDE OF PRC TRADE OFFICIALS
VISITING THE FAIR. PALMIERI REPORTS THAT PACKAGING
CORPORATION OFFICIALS, CO-HOSTS OF THE EXHIBITION,
COMPLAINED THAT THEIR IMPORTS OF PACKAGING
MACHINES WAS SUBJECT TO MACHINERY CORPORATION
APPROVAL, WHICH WAS OFTEN DIFFICULT TO SECURE.
IN CONTRAST, LITTLE WAS EXPECTED FROM THE MEDICAL
INSTRUMENT AREA. ONE CHINESE VIEWER, IN A RARE
BURST OF CANDOR, TOLD AN ITALIAN EXHIBITOR THAT THE
PRC WAS NOT INTERESTED IN CERTAIN SOPHISTICATED
MEDICAL INSTRUMENTS BECAUSE "THEY WERE TOO DIFFICULT TO COPY."

6. CATALOGUES COLLECTED AT THE SWEDISH AND JAPANESE
EXHIBITIONS ARE BEING POUCHED TO DEPARTMENT OF
COMMERCE, CHINA DIVISION.
GATES

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